

Message Text

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72

ORIGIN ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 USIA-15 CCO-00 CIAE-00

OTPE-00 FCC-03 INR-11 NSAE-00 OC-06 RSC-01 /068 R

DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WEKNEPPER

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COMMERCE:BIC/OIM: RMUENZER

EB/OCA: NSLAKAS

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R 272155Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

INFO AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY LIMA

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

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TAGS:BEXP,MX

SUBJECT: GOM SUPPORT FOR ADOPTION OF NTSC COLOR TELEVISION
SYSTEM THROUGHOUT ANDEAN REGION

REF: MEXICO 6762

1. ON MAY 11, 1974, COMMUNICATIONS MINISTERS OF ANDEAN
PACT NATIONS CONCLUDED MEETING IN CALI, COLOMBIA, WITH
STATEMENT CALLING FOR, INTER ALIA, EVENTUAL ADOPTION OF
A SINGLE SYSTEM OF COLOR TELEVISION THROUGHOUT THE SIX
COUNTRIES, AND ESTABLISHMENT OF ARRANGEMENTS FOR SYSTEM-
ATIC EXCHANGE OF INFORMATIONAL, EDUCATIONAL AND CULTURAL
TV PROGRAMS. THE CHILEAN AND COLOMBIAN GOVERNMENTS WERE
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ASSIGNED RESPONSIBILITY FOR CONVENING AN EXPERTS' GROUP TO

CONDUCT STUDIES AND TO SUBMIT A RECOMMENDATION IN THE NEAR FUTURE AS TO WHICH COLOR TV SYSTEM SHOULD BE ADOPTED BY THE SIX COUNTRIES.

2. IN JULY, THE DEPARTMENTS OF STATE AND COMMERCE, AND USIA, FORMED AN INTER-AGENCY TASK FORCE ON COLOR TV STANDARDIZATION IN LATIN AMERICA, TO INITIATE AND OVERSEE EFFORTS TO INDUCE THE ANDEAN GOVERNMENTS AND OTHERS TO ADOPT THE U.S. COLOR TV SYSTEM, KNOWN AS NTSC.

3. THE REFTTEL TO USIA, DATED AUGUST 9, REPORTS THAT A GOM-CONTROLLED CORPORATION WAS FOUNDED IN JULY TO PROMOTE TV PROGRAM EXCHANGE THROUGHOUT LATIN AMERICA VIA THE INTELSAT IV COMMUNICATIONS SATELLITE, AND THAT:

"PRESIDENT ECHEVERRIA RECENTLY VISITED COSTA RICA, ECUADOR, PERU, ARGENTINA, BRAZIL AND VENEZUELA, AND HAD PLANNED TO REACH AGREEMENTS WITH EACH OF THESE GOVERNMENTS REGARDING PARTICIPATION IN THIS NEW NETWORK. HIS SUCCESS OR LACK OF IT REMAINS UNKNOWN."

4. ACTION REQUESTED: THE INTER-AGENCY TASK FORCE BELIEVES THAT THE GOM'S EFFORTS TO PROMULGATE THIS NETWORK --WHICH USES THE NTSC SYSTEM--PROVIDE STRONG SUPPORT FOR THE USG'S EFFORTS TO HAVE THE NTSC SYSTEM ADOPTED IN THE ANDEAN REGION AND ELSEWHERE.

(A) WE THEREFORE REQUEST EMBASSY MEXICO TO SEEK TO LEARN MORE ABOUT THE RESULTS OF ECHEVERRIA'S DISCUSSIONS IN THE COUNTRIES CITED IN PARA. 3 ABOVE. (NOTE: BRAZIL HAS ADOPTED THE GERMAN PAL SYSTEM. WE ASSUME THAT THE GOM'S INTEREST AS REGARDS BRAZIL IS CONFINED TO EXCHANGING FILMED PROGRAMS, SINCE TAPED PROGRAMS AND LIVE BROADCASTS WOULD REQUIRE PROCESSING FOR CONVERSION FROM PAL TO NTSC OR VICE VERSE. WE ARE INTERESTED IN LEARNING MORE ABOUT THE ROLE ENVISAGED FOR BRAZIL IN THE MEXICAN-CENTERED NETWORK.)

(B) WE FURTHER REQUEST EMBASSY MEXICO TO DISCUSS WITH APPROPRIATE GOM OFFICIALS THE ANDEAN COUNTRIES' IMPENDING LIMITED OFFICIAL USE

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DECISION RE STANDARDIZATION OF COLOR TV SYSTEMS, IN ORDER TO DETERMINE WHETHER AND HOW THE GOM INTENDS TO PRESS THESE COUNTRIES TO ADOPT THE NTSC SYSTEM. IF THE GOM DOES NOT CONTEMPLATE PRESSING DIRECTLY AND ACTIVELY FOR ANDEAN ADOPTION OF NTSC, WE SUGGEST THAT EMBASSY SEEK TO PERSUADE GOM OF DESIRABILITY OF DOING SO, STRESSING: (1) ADOPTION OF NTSC SYSTEM WOULD BE TO COMMERCIAL ADVANTAGE OF BOTH MEXICO AND U.S. AS SUPPLIERS OF TV PROGRAMS AND EQUIPMENT,

ESPECIALLY IN VIEW OF MEXICO'S ROLE AS CHIEF CENTER FOR SPANISH-LANGUAGE DUBBING OF U.S. PROGRAMS AND FOR PRODUCING AND BROADCASTING ORIGINAL PROGRAMS FOR THE NEW NETWORK; (2) COUNTRIES THAT DO NOT ADOPT NTSC WILL ALMOST CERTAINLY ADOPT INSTEAD THE GERMAN PAL SYSTEM, THUS OPENING THEIR DOORS TO MORE PROGRAMS AND EQUIPMENT FROM BRAZIL WHICH MAY BE DETRIMENTAL TO MEXICO'S CULTURAL AS WELL AS COMMERCIAL INTEREST; (3) THE ANDEAN COUNTRIES' IMPENDING DECISION IS OF IMPORTANCE BEYOND THOSE SIX COUNTRIES, BECAUSE ARGENTINA AND OTHER COUNTRIES ARE LIKELY TO ADOPT WHATEVER SYSTEM THE ANDEANS ADOPT.

(C) WE ARE AWARE THAT EMBASSY EFFORTS ALONG LINES SUGGESTED ABOVE COULD BE COUNTERPRODUCTIVE IF PUSHED TOO HARD OR PERHAPS IF PUSHED AT ALL. WE WILL DEFER TO EMBASSY'S

JUDGMENT AS TO WHETHER AND HOW WE SHOULD SEEK TO PERSUADE GOM TO PRESS ANDEANS TO ADOPT NTSC. PLEASE REPORT YOUR FINDINGS AND COMMENTS SOONEST, WITH COPIES TO ALL INFO ADDRESSEE POSTS. KISSINGER

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